
Catalina Olvera '19



Catalina Olvera is originally from Pennsylvania, but has spent most of her life in central South Carolina. She is a first-generation college graduate, earning a B.F.A. in visual communication design from Winthrop in 2019. During her junior year at Winthrop, Catalina was the first recipient of the AIGA CLT Design Continuum Fund/AIGA WorldStudio Scholarship. The AIGA WorldStudio Scholarships aim to increase diversity in the design profession by creating equitable opportunities for the next generation of creative talent.

In 2019, Catalina joined ByFarr Design in Columbia, where she explored photography and staging for internal and client projects. She played a crucial role in producing Fig Columbia and Aiken Magazine, while also supporting the marketing and design team by creating flat lays, stop motion animations and marketing graphics.

Catalina relocated to Charlotte in 2021, where she joined Yellow Duck Marketing as a digital and graphic designer. Integral to the design team, she specializes in crafting elements for graphic, web, and print projects, with a passion for building brands from start to finish. She finds joy in illustration, infusing individualistic and unique touches into projects and exploring diverse styles for effective resonance.

Outside of work, during the day, you can catch Catalina listening to a podcast or some heavy metal throwbacks. Her relaxation of choice includes traveling or thrifting, but she is happiest spending beautiful moments with her friends and family.